

EXTERNAL AFFAIRS COMMITTEE

NOACA PODCAST UPDATE

External Affairs Committee

October 11, 2019



ACTION REQUESTED

No action is requested at this time. This item is for information and discussion only.

PREVIOUS ACTION

No previous action on this topic.

BACKGROUND

The division of External Engagement and Public Affairs seeks to expand the Agency's communications and branding of NOACA with a podcast program to support the Agency's services, initiatives and legislative agenda.

BACKGROUND

The goals of the series is to create a platform where:

- Narrative and strategic messaging will be advanced through specific content dialogue;
- Used to inform and influence the Agency's views, roles and responsibilities as an MPO;
- The mission is to grow our stakeholder audience and create a following to increase NOACA's exposure and relationship building throughout the region.

BACKGROUND

- The podcast will be produced in-house at a newly designed Marketing Suite with monthly broadcasts.
- A lineup of topics and speakers will be scheduled 6 months in advanced in order for cross promotions and marketing to be accomplished.

WHAT YOU'RE ABOUT TO HEAR:

1

SURVEY/APPROVAL OF TOPIC IDEAS?

2

FORMAT

3

PROPOSED SCHEDULE

{1}

APPROVE NAME AND SURVEY OF TOPICS



SURVEY DISCUSSION

Committee will receive list of podcast names, guests and topics for review;

Committee will have an opportunity to make suggestions;



Suggested Names?

NOACA Rethinks

1299 + Superior

NOACA SPEAKS

The NOACA Report

UrbanRoadmap

NOACA Cast

NOACA Now!

@1299

Tagline: “Hear from industry leaders, elected officials, private sector influencers, and advocates who are doing the hard work to make our future green, accessible, and equitable.”



Suggested Topics



Rural communities and greater access to transportation funding

Transit Organizing and the Future of Mobility

VMT and the Ohio Fund Allocation

Autonomous: Who's Behind the Wheel of Tomorrow?

Blockchain Technology

Talking Headways: Connecting mobility and Urban design

The Air We Breathe

Mobility and Urban Design

Building smarter prosperous communities

Fully Charged: Electric Charging vs Fuel Economy

Transportation impact health and equity

The Roads We Travel

Bi-weekly | 26 Broadcasts | 1 Key Host | Guest Hosts



Survey Results

- List of Topics
- List of Names
- Potential Guest Hosts

Released October 14
External Affairs Committee Members



{2} IMPLEMENTATION FORMAT



PODCASTS FORMAT (1 hour format)

- One-on-One Interview
- Panel Discussion
- Conversational
- Live Video Podcast

Consistent Host Per Topic:

- Transportation
- Environment
- Technology
- Legislative
- Equity

Marketing/Social Media:

YouTube Cross Marketing: Narrative Storytelling/Repurposed Content



PODCASTS FORMAT

One Key Host (Face)

Seasoned broadcaster
Retired/Volunteer Time

Co-host

Several Guest Co-hosts experienced
in subject matter

Invited Guest(s)

One/Panel Guest



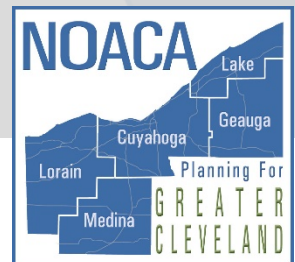


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PROPOSED SCHEDULED PODCAST

With the help of the External Affairs Committee, we respectfully confirm results for:

- **Naming the podcast series by October 30**
- **Confirm list of topics and discussions by October 30;**
- **View the list of proposed podcast hosts by November;**
- **Test and Record 6 broadcasts (3 mos) in December 2019;**
- **Marketing & Advertising November – February)**
- **Podcast Launch airs February 1, 2020.**



DISCUSSION



NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

